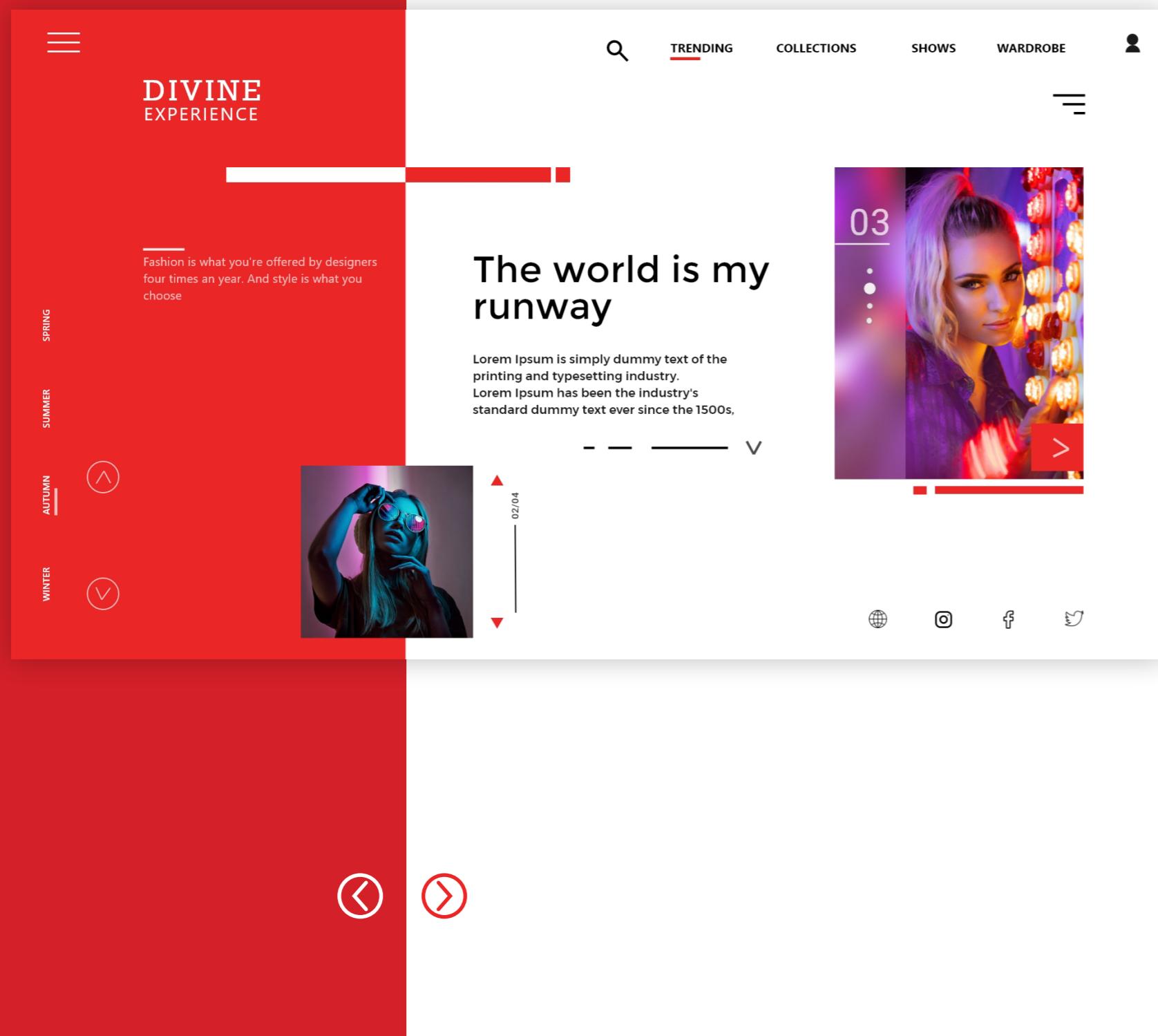


# DIVINE EXPERIENCE

## UI/UX CASE STUDY



### PROBLEM

Implement an elegant and modern design to a photography brand with a bold and fearless culture.

### SOLUTION

I employed a minimal design with duotone - a red and white background. The red echoes the fearless techniques of the brand in applying its techniques and methodology. White complements the clean designs of the firm's work.

### FONT

Montserrat - Bold | Regular | Light

The font is round to signify continuity and very friendly to look at thus enhancing the usability and complementing the feel of the page.

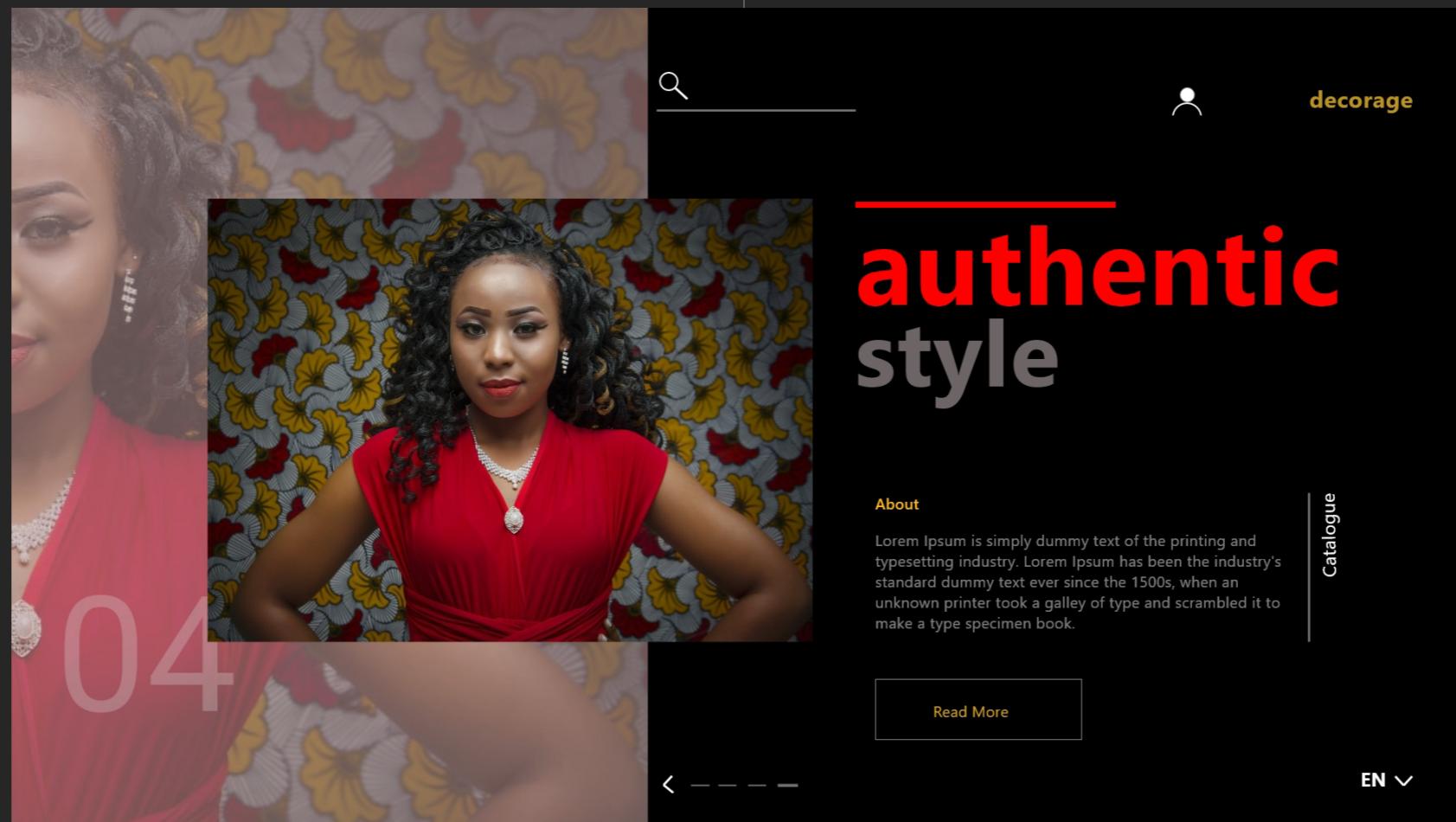
### PALETTE:

#EA2627

#FFFFFF

# decoreage

## UI/UX CASE STUDY



### PROBLEM

Design an elegant, stunning landing page for a new modelling agency that seeks to introduce unpopular but amazing fashion trends..

### SOLUTION:

I employed a minimal design with duotone - red and black background - with a golden touch. Red communicates boldness and daring nature of the firm. The golden symbolizes the premium services of the company.

### FONT:

Poppins - Bold | Medium | Regular

The font is clean and proven to be adaptable on most devices enhancing the usability and user experience.

### PALETTE:

#EA2627

#000000

#80692B

# TRENDZ

## UX CASE STUDY

### PROBLEM

Implement a minimal layout for a global fashion and photography brand seeking to break the limits of ordinary media companies.

### SOLUTION

I employed a 'less is more' approach with duotone - a dark shade of yellow and white background. The yellow signifies happiness - a goal the firm pursues during service delivery. The white spaces reinforce the daring culture of the brand..

### FONT

Roboto - Bold | Regular | Semi-Bold

The font is round to signify continuity and very friendly to look at thus enhancing the usability and complementing the feel of the page.

### PALETTE:

#E1A429

#FFFFFF



The screenshot shows a clean, minimalist design for a fashion brand. At the top, there's a navigation bar with 'TRENDZ' in bold, a search icon, and a menu icon. Below the header is a large, high-quality photograph of a woman in a yellow top and black pants. To the left of the main content area, there's a vertical timeline with months from January to April. The main article features the title 'Elegance is minimalism' in large, bold, black font, followed by a quote: 'Style is something each of us already has, all one has to do is find it.' Below the quote is a section titled 'EXPLORE' with a downward arrow. To the right of the main article, there's a sidebar with a 'RECENT POST' section showing a thumbnail of a person in a black outfit, the date '05/23', and the text 'NAIROBI, FASHION WEEK'. Further down, there's a 'LATEST TRENDS THIS WEEK' section with a thumbnail of a person in a blue hoodie, the date '07 MAY 2023', and social media icons for Twitter, Instagram, Facebook, and LinkedIn.

# droplets

## UX CASE STUDY



### PROBLEM

Implement an elegant and modern design to a marine photography studio breaking the boundaries in photography..

### SOLUTION

I employed a the deep blue color to reinforce the nature of the environment in which the firm focusses on. The navy blue brings an official tone to the page due to the serious research work the firm conducts is based on facts.

### FONT

Montserrat - Bold | Regular | Semi-Bold

The font is round to signify continuity and very friendly to look at thus enhancing the usability and complementing the feel of the page.

### PALETTE:

#EA2627

#001C32

UX CASE STUDY

MWANGI KAMAU  
2023